



# Global Opportunities Workshop for Small & Medium Manufacturers

Friday, February 6, 2004 • Heritage Hills Conference Center • 2700 Mount Rose Avenue • York, PA • (717) 755-0123

## Find out how to export your products to new international markets!

Finding global opportunities for your business could mean the difference between prosperity and scarcity for your manufacturing business. The *Global Opportunities Workshop* brings together business and government leaders to discuss the “Why” and the “How” of exporting successfully. Hear how companies like yours have made exporting a pillar of their prosperity. Case studies will illustrate the assistance available to identify markets, find customers, ship product and receive payment. This concise workshop is packed with “how-to” information, including one-on-one export counseling. Register now by filling out the form below.

**What:** Small and medium-sized manufacturers like yours export profitably every day by drawing on readily available assistance through the U.S. Export Assistance Center. Find out how by participating in this workshop that includes practical presentations by successful exporters. Recommended for U.S. manufacturers new to exporting or interested in expanding exports.

**With:** Business and government leaders, including Senator Arlen Specter (*invited*); Rusty Elsner, CEO of Elsner Engineering; and Deborah Doherty of the U.S. Commercial Service.

## Agenda

- 10:30–11:00 a.m. Registration
- 11:00–11:15 a.m. Welcome & Introductions
- 11:15–11:35 a.m. Why Export? A Success Story on Exporting from Elsner Engineering
- 11:35 a.m.–12:25 p.m. Trading Opportunities: Case Studies on How To Export
- 12:25–12:45 p.m. What Does This Mean for You?
- 12:45–1:00 p.m. Q&A
- 1:00–2:00 p.m. Luncheon with Senator Arlen Specter (*invited*) on the Importance of Trade for Pennsylvania Companies

**Export Marketing Forum:** Meet one-on-one with International Trade Specialists from the U.S. Department of Commerce.

**Cost:** \$20 per person, includes presentations, luncheon program and one-on-one export counseling.

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**Please print or type:**

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Name Title

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Company

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Address

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Phone Fax E-mail

**Please send check payable to the Manufacturers’ Association of South Central Pennsylvania to:**  
Jean Holland, Manufacturers’ Association of South Central Pennsylvania, 25 North Duke Street, York, PA 17401  
(717) 843-3891 • Fax: (717) 854-9445 • E-mail: office@mascpa.org

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**Event partners include:**

U.S. Export Assistance Center of the U.S. Department of Commerce • Manufacturers’ Association of South Central Pennsylvania • National Association of Manufacturers